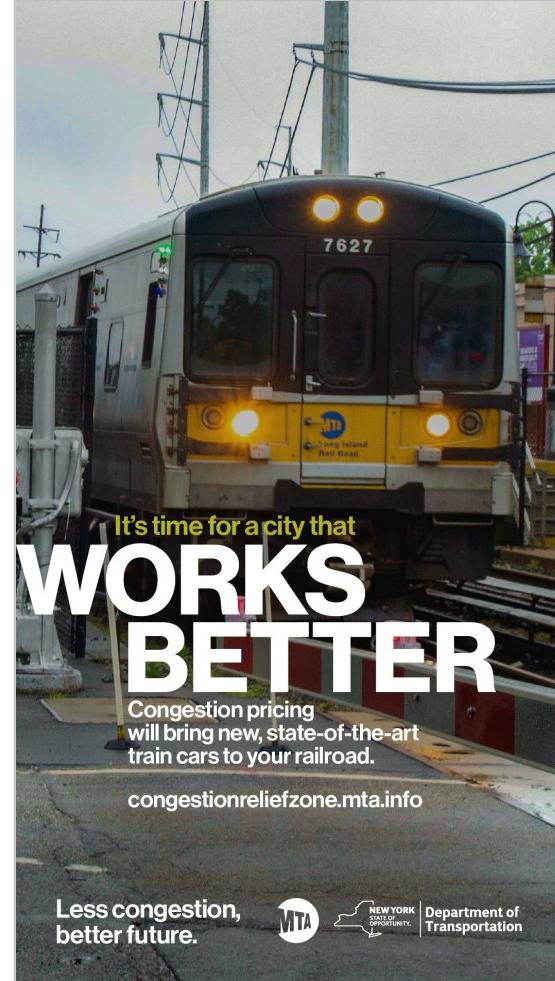
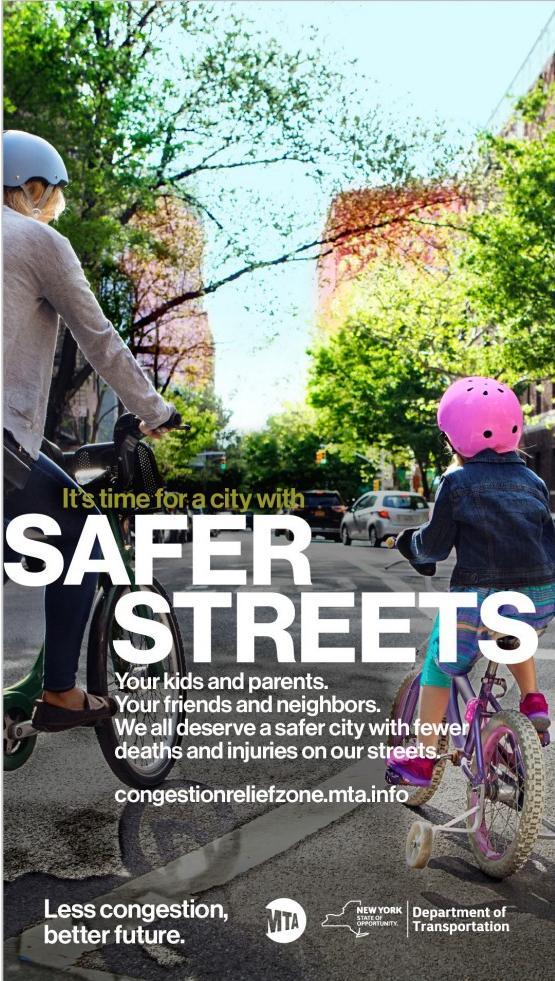
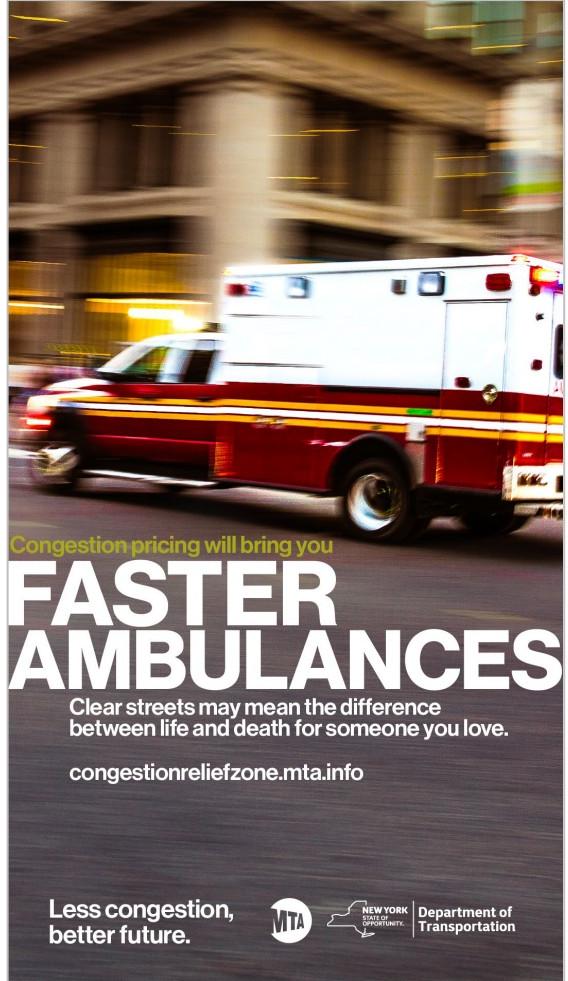


Congestion Pricing assets currently live in the MTA system



Currently live on subways and buses

Currently live on subways and buses

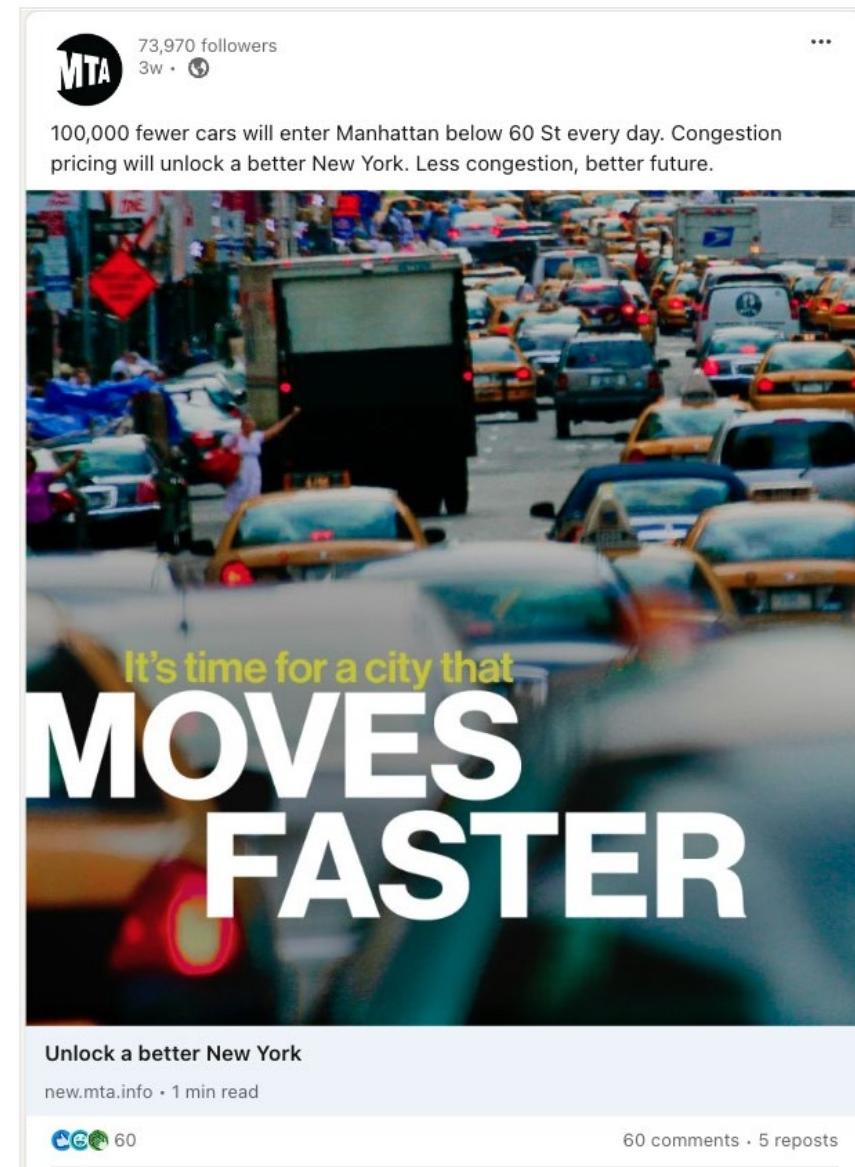
Currently live on LIRR

Currently live on Metro-North

Paid media campaign overview

Starting in late February, in conjunction with our in-system digital campaign, the MTA launched its paid media efforts that display the Congestion Pricing assets on social media platforms (Instagram, Reddit, LinkedIn, Facebook) and static web advertisements.

We are currently in Week 9 of the ad campaign.



LinkedIn advertisement

Paid media campaign spend & effectiveness

Metrics as of April 18, 2024 (week 8)

- The campaign has served 39MM impressions and driven over 338K users to the site to learn more about congestion pricing.
- Our conversion rates on search engine marketing (SEM) and programmatic display have increased significantly compared to the beginning of the campaign. This shows that our continued optimizations of the campaign are helping to drive the right people to the site.
- Total clicks have increased by 65% week over week (WoW) compared to Week 7, with an 85% increase in click-through rate (CTR), again showing how our audience optimizations are engaging the right people

SEM: Metrics saw a bit of a dip across the board this week, still likely due to the leveling out after expanding to the Tri-State area in Week 6, where we saw major spikes in improvements.

Programmatic: Similar story here as SEM. Performance was so strong after week 6 that metrics are still leveling out. All KPIs are still strong and steady.

Social Media: Facebook saw major improvements in click performance WoW. Optimizations were made to Reddit and LinkedIn last week to help target commuters more accurately. As a result, both channels saw conversion metrics improve.

Video: Since these are our more mass awareness tactics, they are still performing strongly since expanding to the Tri-state area. We made optimizations last week to increase viewability and CTR goals which helped increase click and conversion metrics across the board.

Commuter Outreach Events

The MTA has kicked off a series of outreach events to engage riders and provide educational materials about Congestion Pricing, Reduced/Fair Fares, accessibility, toll discounts and exemptions, and E-ZPass.

Over the spring and summer, the campaign will feature over 50 events in the transit system, at public events, and with community and civic organizations. These events are complemented by briefings for elected officials, community organizations, and the public to explain what riders, drivers, and residents need to know about Congestion Pricing.

As of Wednesday 4/24, the MTA has held 4 events, equivalent to 41.5 hours in the field. Team members have distributed almost 600 pieces of Congestion Pricing-specific literature and engaged over 175 commuters in conversations about Congestion Pricing.



MTA staff tabling at subway stations and engaging with riders about Congestion Pricing



Congestion Pricing Explainer Series (Video)

Playlist: "Congestion Pricing and the Congestion Relief Zone"

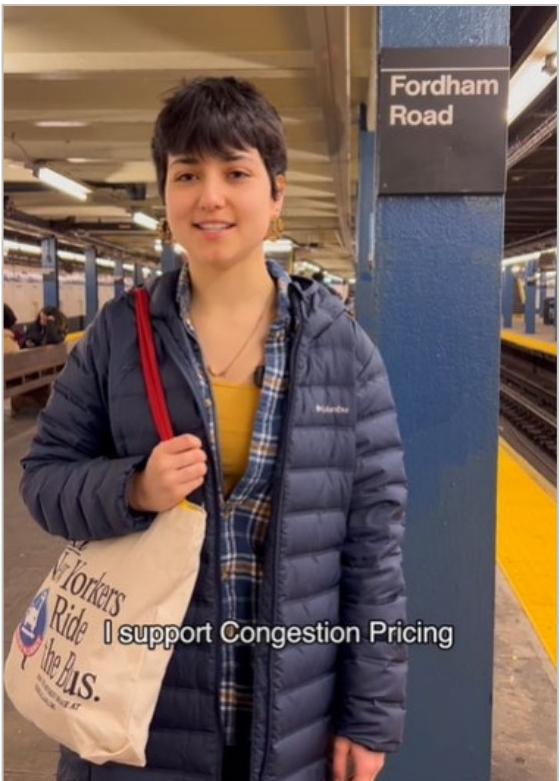
<https://www.youtube.com/playlist?list=PLZHkn788ZQJOQYFHay12e81wSSX2RPJRx>

The screenshot shows a YouTube interface displaying a playlist. On the left, there's a sidebar with navigation links like Home, Shorts, Subscriptions, and a list of items under 'You'. The main area features a large thumbnail for the first video in the playlist, which is titled 'Congestion Pricing and the Congestion Relief Zone' and uploaded by 'mtainfo'. Below this thumbnail, there's a brief description: 'Congestion Pricing and the Congestion Relief Zone videos. To find out more, visit congestionreliefzone.mta.info'. To the right of the main video, there's a search bar and a microphone icon. The playlist itself contains five entries, each with a thumbnail, title, and upload information:

- 1. Congestion Pricing and Quality of Life (mtainfo • 2.3K views • 1 month ago)
- 2. Congestion Pricing and Improving Transit (mtainfo • 6.7K views • 8 days ago)
- 3. Why Does NYC Need Congestion Pricing? (mtainfo • 9.1K views • 1 month ago)
- 4. Better, Fairer, Faster Transit (mtainfo • 3.4K views • 1 month ago)
- 5. What is congestion pricing? (mtainfo • 6.7K views • 1 month ago)

Rider Video Testimonials

Rider testimonials discussing how Congestion Pricing will benefit them.
Posted on Facebook, Instagram, and Tik Tok.



Abby Dzuria (live on 3/28)
Link: <https://f.io/a9ySTBko>



Joe Adalantar (live on 4/8)
Link:
<https://app.frame.io/reviews/5874d23e-9e51-4a61-bf7d-e93646b629b3/3bcf013e-622a-4523-b6d3-6e8d0e4c63db>



Jim Burke (live on 4/23)
Link: <https://f.io/2p4Ovq6X>

Congestion Relief Zone Fact Sheet



A New Congestion Relief Zone for New York

It's time for a city that moves faster, breathes easier, and works better

Starting in summer 2024, vehicles will be charged a toll to enter the Congestion Relief Zone (formerly referred to as the Manhattan Central Business District) – the area of Manhattan south of and including 60 St, excluding the FDR Drive, West Side Highway/Route 9A, and the Hugh L. Carey Tunnel connections to West Street.

Congestion Pricing will unlock a better New York

Today, more than 700,000 vehicles enter the Manhattan CBD every weekday, and average travel speeds are just 7 mph in the Manhattan CBD and 4.9 mph in Midtown.

New Yorkers lose 117 hours on average sitting in traffic every year, costing them nearly \$2,000 annually in wasted time. Plus, more traffic means more air pollution and associated health impacts.

New York is finally addressing this long-standing crisis of excess traffic congestion. Charging vehicles to enter what is today one of the most congested districts in the nation will result in an estimated 100,000 fewer vehicles entering the zone daily. Less traffic means faster and more reliable vehicle and transit trips, cleaner air, and safer streets.

Congestion Pricing benefits everyone

With revenue generated by the Congestion Relief Zone toll, millions of daily transit riders will benefit from more accessible stations, modern signal systems, hundreds of new electric buses, and other critical improvements that keep our system in good working condition and make taking mass transit more comfortable. For drivers, fewer vehicles on the road will mean faster trips and less time wasted in traffic, while pedestrians and cyclists will enjoy safer, quieter streets.

Congestion Pricing means less traffic, cleaner air, safer streets, and better transit



Toll rates for vehicles

Vehicle type	E-ZPass toll rates		Tolls by Mail rates	
	Peak	Overnight	Peak	Overnight
Passenger vehicles (sedans, pickup trucks, SUVs, minivans, small vans)	\$15.00	\$3.75	\$22.50	\$5.50
Motorcycles Tolls not charged more than once a day	\$7.50	\$1.75	\$11.25	\$2.75
Small trucks (single-unit, box trucks) Intercity and charter buses	\$24.00	\$6.00	\$36.00	\$9.00
Large trucks (multi-unit trucks) Tour buses	\$36.00	\$9.00	\$54.00	\$13.50
Yellow taxis, green cabs, and black cars	\$1.25 per trip to, from, within, or through the zone paid by the customer		\$2.50 per trip to, from, within, or through the zone paid by the customer	
App-based for-hire vehicles				

* The peak period is from 5 a.m. to 9 p.m. Monday through Friday, and 9 a.m. to 9 p.m. Saturday and Sunday.

* Those who use E-ZPass during the peak period at the four tolled tunnels to enter the Congestion Relief Zone will receive a crossing credit against the Congestion Relief Zone toll.

Paying the Congestion Relief Zone toll

E-ZPass is the best way to pay the Congestion Relief Zone toll. For drivers without an E-ZPass transponder in their vehicle, tolling equipment will take an image of the vehicle's license plate and a Tolls by Mail bill will be sent to the address of the registered vehicle on file. To receive the lower E-ZPass rate, make sure that the license plates of all your vehicles are registered to your E-ZPass account.

Crossing credits, exemptions, or discounts are available to qualifying vehicles

A credit toward the Congestion Relief Zone toll will be available for vehicles using a valid E-ZPass and entering during the peak period via one of the four tolled tunnels (Lincoln Tunnel, Holland Tunnel, Queens Midtown Tunnel, and Hugh L. Carey Tunnel): up to \$5 for passenger vehicles, up to \$2.50 for motorcycles, up to \$12 for small trucks and charter buses, and up to \$20 for large trucks and tour buses. No crossing credits will be offered overnight.

A Low-Income Discount Plan and tax credit will be available to qualifying drivers. Only certain types of vehicles will be exempt from the toll, including qualifying authorized emergency vehicles, qualifying vehicles transporting people with disabilities, and specialized government vehicles. School buses contracted with NYC Department of Education, commuter vans licensed by NYC Taxi and Limousine Commission, and buses providing scheduled commuter services open to the public will also be exempt from the Congestion Relief Zone toll.

Learn more

- For more information about the Congestion Relief Zone, visit congestionreliefzone.mta.info
- To get an E-ZPass account and transponder, visit e-zpassny.com/en/signup/step1.shtml

Borough-specific transit improvement palm cards

Riders will receive information on the transit improvements made in their borough. Below is the draft palm card for Manhattan.



Your ride is better in Manhattan

Avoid the toll

To get ready for congestion pricing, the MTA has been upgrading the system to make sure your best trip into the Congestion Relief Zone is on public transportation.

DRAFT



Your ride is better in Manhattan

Better subways:

- More frequent service, with 1,200 more trains a week citywide
- Major upgrades to stations on 42 St
- New subway cars and security cameras

Better buses:

- More bus lanes on 10 Manhattan routes
- New zero-emission buses coming soon
- Redesigned routes for faster, more reliable service coming soon

Better railroads:

- Connecting Long Island with Manhattan's East side at Grand Central Madison
- CityTicket provides affordable railroad trips within NYC

Better accessibility:

- More accessible stations
- More reliable Paratransit with accessible in-app booking

Less
congestion,
better future.

DRAFT



Congestion Relief Zone website

congestionreliefzone.mta.info



CONGESTION PRICING will unlock a better New York

It's time for a city that moves faster, breathes easier, and works better. Congestion Pricing will dramatically reduce traffic in the Congestion Relief Zone, transforming the area from gridlocked to unlocked. Less traffic means cleaner air, safer streets, and better transit.

[Learn more](#)



A toll to reduce gridlock

Starting in June 2024, vehicles entering the Congestion Relief Zone in Manhattan — local streets and avenues at or below 60 Street — will be charged a toll.

The toll will result in 100,000 fewer vehicles entering the zone every day, relieving crowding in what is today the most congested district in the United States.

[About toll rates](#)

Exemption and Discount information on new.mta.info

The MTA website will have information on all exemption and discount plans including a plan description, eligibility requirements, and application instructions.

Links to draft pages:

Landing page: <https://new.mta.info/tolls/congestion-relief-zone/discounts-exemptions?auHash=WR8G7CpspYDsjGyn6qZcFchrTB5UY7XxqZrdyi4v71k>

Low-Income Discount Plan: <https://new.mta.info/tolls/congestion-relief-zone/discounts-exemptions/low-income-discount-program?auHash=vSwchZStyPvCTFnTN7f1dQ1CvL2LZm6dufFIxUdalU8>

Individual Disability Exemption Plan: <https://new.mta.info/tolls/congestion-relief-zone/discounts-exemptions/idep?auHash=KINaGtXyeGueggZcPOLWJHDsCIYerfMKgEe6x-7A14>

Organizational Disability Exemption Plan: https://new.mta.info/tolls/congestion-relief-zone/discounts-exemptions/odep?auHash=eV_5gO13o8VvAy3cstEGFNHDBMiltbZH070oi3PQfmE

Emergency Vehicle Exemption Plan: <https://new.mta.info/tolls/congestion-relief-zone/discounts-exemptions/emergency-vehicles?auHash=5UNq76cqHp4Wx4LkVFNo9mNaTVzX06rebYgNUhKa7iU>

Commuter Bus Exemption Plan: https://new.mta.info/tolls/congestion-relief-zone/discounts-exemptions/commuter-bus?auHash=rc7CMPUaUUCi3kHWdGgUQBQ_OXs2zOK-CIG9R5cTJ2A

Specialized Government-Owned Vehicle Exemption Plan: https://new.mta.info/tolls/congestion-relief-zone/discounts-exemptions/government-vehicles?auHash=CSmMzZfepXJhcVGuhnUzB_yMP36s3NKflGMtTY2Sj4

Additional work-in-progress educational materials

- Next phase of educational assets to be featured in the transit system and on paid media (social media, digital billboards, and radio)
- Toll exemptions / discounts brochure for eligible parties
- Video explainer outlining the Individual Disability Exemption Plan / Organizational Disability Exemption Plan application process



May 2024

Congestion Pricing In NYC